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With the LIPITOR Choice Card eligible patients can get

**LIPITOR** for just  
**\$1 a day or less**<sup>\*,†</sup>

[Learn more.](#)

\*Terms & conditions apply.

†You may pay less by receiving the generic.



**GET YOUR CARD**

Already have a card? [Activate it here.](#)

You may pay as little as \$4 a month depending on insurance

You pay **\$4** if you have:

Commercial/private insurance with an out-of-pocket expense of \$130 or less for a 30-day supply of LIPITOR.

You pay **\$30** if you have:

Other commercial/private insurance, Medicare Part D,<sup>‡</sup> or no insurance.

<sup>‡</sup>Patients with Medicare Part D must agree not to use any prescription benefits to purchase LIPITOR.

If you have any questions about the LIPITOR Choice Card, please call 1-800-314-7957. A live customer service representative will be available 24 hours Monday through Friday, Saturday 8 AM–7 PM ET, and Sunday 9 AM–5 PM ET.

## INDICATION

LIPITOR® (atorvastatin calcium) tablets are a prescription medicine that is used along with a low-fat diet. It lowers the LDL ("bad") cholesterol and triglycerides in your blood. It can raise your HDL ("good") cholesterol as well. LIPITOR can lower the risk for heart attack, stroke, certain types of heart surgery, and chest pain in patients who have heart disease or risk factors for heart disease such as age, smoking, high blood pressure, low HDL, or family history of early heart disease.

LIPITOR® (atorvastatin calcium) tablets can lower the risk for heart attack or stroke in patients with diabetes and risk factors such as diabetic eye or kidney problems, smoking, or high blood pressure.

## IMPORTANT SAFETY INFORMATION

LIPITOR® (atorvastatin calcium) tablets are not for everyone, including anyone who has previously had an allergic reaction to LIPITOR. It is not for those with liver problems. And it is not for women who are nursing, pregnant, or may become pregnant.

If you take LIPITOR® (atorvastatin calcium) tablets, tell your doctor if you feel any new muscle pain or weakness. This could be a sign of rare but serious muscle side effects. Tell your doctor about all your medical conditions and all medications you take. This may help avoid serious drug interactions. Your doctor should do blood tests to check your liver function before starting LIPITOR and during your treatment if you have symptoms of liver problems. Tell your doctor if you have diabetes. Elevated blood sugar levels have been reported with statins, including LIPITOR.

Common side effects are diarrhea, upset stomach, muscle and joint pain, and changes in some blood tests.

Patients should always ask their doctors for medical advice about adverse events.

You may report an adverse event related to Pfizer products by calling 1-800-438-1985 (US only). If you prefer, you may contact the US Food and Drug

SCROLL FOR IMPORTANT SAFETY INFORMATION AND INDICATION

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*Please see full Prescribing Information for LIPITOR.*

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LIPITOR® (atorvastatin calcium) tablets are a prescription

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#### LIPITOR CHOICE CARD TERMS AND CONDITIONS

By using the LIPITOR Choice Card (the "Card"), you attest that you meet the eligibility criteria and will comply with the Terms and Conditions described below:

**You will pay \$4 for a 30-day supply (30 tablets) if:** you use commercial/private insurance and your out-of-pocket expense for a 30-day supply of name-brand LIPITOR is \$130 or less.

**You will pay \$30 for a 30-day supply (30 tablets) if:** you do not use prescription health coverage to purchase your name-brand LIPITOR under this program or you use commercial/private insurance and your out-of-pocket expense for a 30-day supply of name-brand LIPITOR is \$130 or more. In addition:

- a) Medicare Part D patients may participate in this Card Program, but cannot use any part of their Medicare Part D prescription benefit for LIPITOR during the term of this offer.
- b) Out-of-pocket expenditures under this Card Program cannot be applied towards a patient's Medicare Part D true out of pocket (TROOP) expenses.
- c) Patients participating in this category cannot seek reimbursement for a purchase of LIPITOR from any third party insurance entity during the term of this offer.

This offer is not valid for prescriptions that are eligible to be reimbursed, in whole or in part, by Medicaid or other federal or state healthcare programs (including any state prescription drug assistance programs and the Government Health Insurance Plan available in Puerto Rico [formerly known as "La Reforma de Salud"]).

For all eligible patients, you can only qualify for up to \$2500 of savings per calendar year. After a maximum of \$2500, you will pay usual monthly out-of-pocket costs.

This Card cannot be combined with any other rebate/coupon, free trial, discount, prescription savings card, or similar offer for the specified prescription.

**The Card will be accepted only at participating pharmacies.**

**This Card is not health insurance.**

Offer valid only in the U.S. and Puerto Rico, but not for Massachusetts residents or where otherwise prohibited by law.

The Card is limited to 1 use per person per month during this offering period and is not transferable. It is illegal to sell, purchase, trade, or counterfeit, or offer to sell, purchase, trade, or counterfeit this Card.

Pfizer reserves the right to rescind, revoke or amend the Card Program without notice at any time.

You must be 18 or older to participate in this Program.

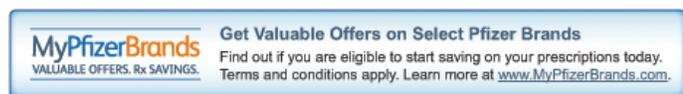
Card Program expires December 31, 2015.

No membership fees.

For reimbursement when using mail order, mail copy of original pharmacy receipt (cash register receipt NOT valid) with product name, date and amount circled to:

LIPITOR Choice Card  
14001 Weston Parkway, Suite 103  
Cary, NC 27513-9967

Be sure to include a copy of the front of your Choice Card, your name and mailing address.



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